

Healthy You

NOVEMBER/DECEMBER 1996

- Teens and Smoking
- Healthy Holiday Eating
- Seasons of a Woman's Life
- Complete Class Schedule Inside

*WomanCare
Section
on page 19*



The Camel
finally experienced
what happens when
you smoke.



Nelson Diaz
Emmaus, PA

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LEHIGH VALLEY
HOSPITAL AND
HEALTH NETWORK

Member of PennCARESM health network

Cover illustration by Rob Williams

Get Moving!

The Extraordinary Health Benefits of Ordinary Activities

What do raking leaves, waxing a car and dancing the polka have in common?

According to a recent U.S. Surgeon General's report, they are forms of moderate physical activity that can provide considerable health benefits—from lower blood pressure to stronger bones—to people of all ages, especially older adults.

The report defines moderate physical activity as any activity that uses 150 calories of energy per day. It is the amount of activity recommended by the Surgeon General for the 60 percent of physically inactive adults nationwide.

"You don't have to train like a professional athlete to achieve better health," says Greg Salem, exercise physiologist with Lehigh Valley Hospital and Health Network's Center for Health Promotion and Disease Prevention. "You can get the same benefits from washing windows, shoveling snow or taking frequent walks to the corner grocery store."

Setting the Wheels in Motion

Before attempting the transition from a sedentary to active lifestyle, older adults should get their physician's approval, according to Daniel Hendrickson, M.D., internist, Lehigh Valley Hospital. He also advises beginners to ease gradually into physical activity.

"People are likely to become more active once they start to see and feel the effects of physical activity, including weight loss and increased stamina," Hendrickson says. "Of course, the benefits aren't always that obvious."

Moderate activity has also been shown to:

- Help maintain healthy bones, muscles and joints
- Reduce the risk of developing heart disease, high blood pressure, colon cancer and diabetes
- Help people with chronic disabling conditions by increasing stamina and muscle strength
- Reduce symptoms of depression
- Help control joint swelling and pain
- Reduce the risk of fracturing bones
- Help people maintain their ability to live independently

"I shake my head when I see people circling the parking lot trying to find a spot that's closest to the mall entrance," Hendrickson says. "There's so much to gain from taking those extra few steps." ●

For more information about exercise, fitness and wellness programs for older adults, refer to the Healthy You course schedule inside or call (610) 402-CARE.

Tennis is great, but...you don't have to be an athlete to gain the benefits of activity. Of course, if you have a sport, so much the better. Bob Halma (at Jordan Park, Allentown) has played tennis for 35 of his 60 years.



Teens and Smoking

The Habit Starts Early...and Early Is the Time to Quit!

Why Kids Smoke

- Their parents do.
- Their friends do.
- Ads make it seem "cool."
- They don't think the health risks apply to them.

How to Help Them Quit

- Be a good example; quit smoking yourself.
- Point out the consequences important to teens: discolored teeth, bad breath, premature wrinkling.
- Point out the money they'd save for other purchases.
- Support school-based prevention programs.

With a 15-year age difference between them, Erik Golant, a senior at Allen High School, and Eric Schimeneck, an Easton graphic designer, would *seem* to have little in common except their first name.

But if the two sat down to share the same table, chances are they would also share an ashtray. Both began smoking cigarettes as teenagers and now average about a pack a day.

They agree smoking is an addiction, but the younger Erik has an attitude typical of teens: "I'm just not ready to give it up yet," he says. "Wait until he makes his first serious attempt to quit," says the older Eric. "It's not easy."

The Smoking Habit Starts Young...Very Young

More than 90 percent of today's adult smokers began as teenagers, says Alice Dalla Palu, executive director of the Coalition for a Smoke-Free Valley (a partnership of business, educational and health organizations including Lehigh Valley Hospital and Health Network).

Smokers are starting even younger now. The average age for first tobacco use among Lehigh Valley area ninth graders was 12, according to a 1995 survey by the coalition. "Among those who smoke significantly more than their peers, the average age of first use was even earlier," Dalla Palu says.

The high incidence of smoking among youngsters can be attributed, in large part, to the addictive nature of nicotine, she says. "But it's also due to the success of tobacco companies in

marketing their products to young people." The students surveyed had a high awareness of tobacco ads "that make smoking look like an attractive or fun thing to do." More than 40 percent said they have a hat or t-shirt with a cigarette logo on it.

The Best Way to Quit: Don't Start

"Research shows," says Ray O'Connell, principal of Trexler Middle School, Allentown, "that people who haven't smoked by the time they're 21 probably never will." To give adolescents the best possible chance of

This local bus ad contains a message created by a student artist as part of "Smoke-free Kids Week."



reaching age 21 smoke-free, the coalition is targeting its prevention efforts at students in the elementary grades.

"This year, several schools have begun a program we developed to teach young children about tobacco—everything from its addictive nature to its advertised appeal," Dalla Palu says. The

**Lehigh Valley
area ninth
graders use
tobacco for
the first
time, on
average, at
age 12....**

coalition has the next step in place as well: an intervention program for middle school students who've begun experimenting with tobacco use. The program has been piloted at Trexler Middle School, Allentown, and both students and teachers found it effective.

Of course, schools can only go so far in preventing smoking; a child's major role models are his or her parents.

If Eric Schimeneck succeeds in kicking the habit, he'll send a powerful message to his children. That's why he keeps working at it. "I want my kids to avoid the health problems I've experienced because of smoking, and not have to go through the ordeal of trying to overcome such a powerful addiction," he says.

Treating Teens for Nicotine Dependence

What do you do with a teenager who's already developed the habit? "I try a variety of strategies," says Jenni Levy, M.D., an internist at Lehigh Valley Hospital. She's been through a physician training program similar to one offered by the coalition for area doctors and dentists.

The key is to make the treatment relevant to a teenager's concerns. "Young people tend to think they're immune to heart and lung problems," Levy says. Instead, she talks with her young patients about issues like discolored teeth or premature wrinkling. "Or I point out the things they could buy if they weren't buying cigarettes."

Many young girls think smoking will help keep their weight down. "It does speed up metabolism," Levy says. But as she tells her young patients, this kind of "weight control" has a heavy price tag. "Lung cancer now kills more women than any other form of cancer."

The Long-Term Outlook

Dalla Palu is optimistic about the long-term picture for smoking prevention, now that the U.S. government has stepped into the picture. "When President Clinton declared nicotine an addictive drug this year, he gave the FDA sweeping powers to protect our nation's young people," she says. "This could ultimately reduce smoking among adolescents by 50 percent in the next seven years."

But peer pressure, ignorance of the health risks, and all the other factors that prompt kids to smoke are not going to disappear overnight—nor is government policy set in stone. If there's a young person in your life who's coping with the pressure to smoke, step in and speak up. Pass along Levy's advice: "Never start smoking! Or if you have started, try to quit while you're still young. It's not easy at any age, but it will be a lot more difficult later." ●

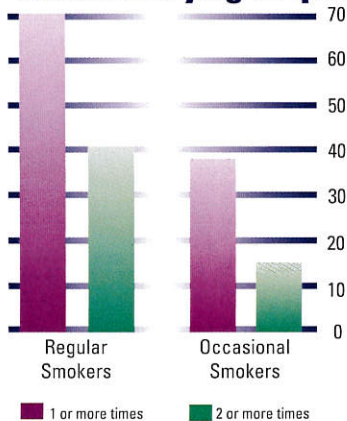
- Only 11% of young smokers say they are addicted to tobacco; 73% state they won't be smoking one year from now.

• 1/3 of all 9th graders who smoke have seriously thought about quitting.

- 27% of all 9th graders who smoke have tried to quit two or more times.

A Tough Habit to Shake

Students trying to quit



Source: Coalition for a Smoke-Free Valley survey, 1995.

What's Up with Health Care Reform?

And How Will a Republican or Democratic Victory Affect the American Health System?

It was the hot election issue in 1992. This time around, the phrase "health care reform" is barely visible in the news media. Is the issue dead? "Hardly," says Mary Alice Czerwonka, vice president, public affairs, Lehigh Valley Hospital and Health Network. "The American health system is changing, but in stages rather than all at once."

One important step is the Health Insurance Portability and Accountability Act passed in August. This act makes it easier for you to keep your insurance coverage if you lose or switch jobs, even if you have a pre-existing medical problem. It also makes long-term care insurance tax-deductible; raises self-employed workers' health insurance tax deduction from 30 percent to 80 percent; and tests a tax-deductible medical savings account (similar in concept to an individual retirement account or IRA).

What happens next? "No matter who wins in November, there's enormous pressure to reform Medicare (which covers the elderly) and Medicaid (for the poor and disabled)," Czerwonka says. Costs of these two programs are growing faster than any other items in the federal budget. But the political parties would go at it differently (see below).

Meanwhile, health care reform is happening quietly in cities and towns across the country. "The Lehigh Valley is a good example," Czerwonka says. "Lehigh Valley Hospital and Health Network operates as efficiently as possible, reducing costs by \$54.2 million since 1992. Through the PennCARESM network, we are linking physicians and hospitals with managed care organizations to provide coordinated care to patients, and developing health plans through Valley Preferred to give employers and

consumers new options in managed care coverage," she says.

"The overall goal—which we are carefully tracking—is to improve the health of the whole community."



Republican Platform

- Limits the growth of Medicare to 7.1 percent a year (still more than twice the rate of inflation)
- Favors more patient choice in Medicare
- Turns over management of Medicaid to the states
- Reforms medical malpractice laws

Democratic Platform

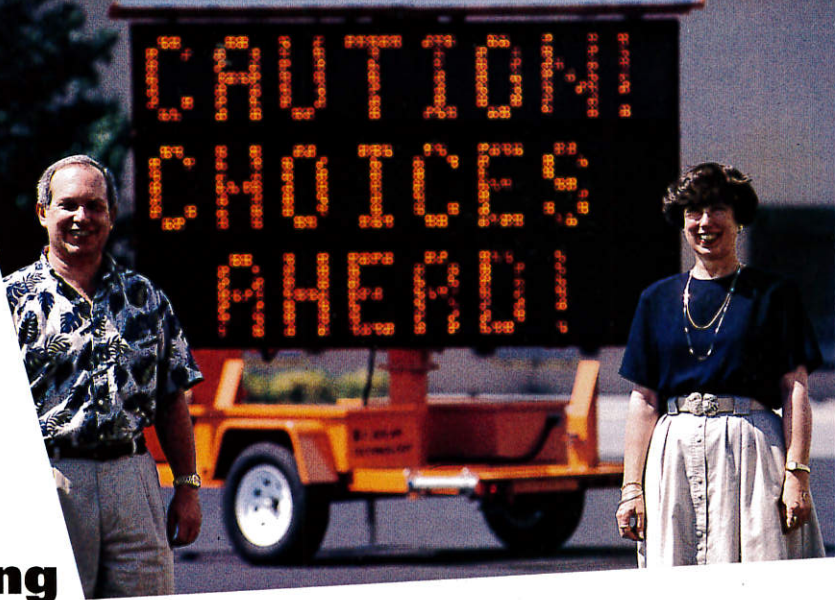
- "Preserves and strengthens" Medicare and Medicaid while still balancing the budget
- Urges steps to increase access to affordable health care
- Expands coverage of home care, hospice and community-based services

From the American Hospital Association

Illustration by Tanya Liposki



Choosing a Health Plan for a Small Business



Diane and Byron Zerphy (above) own Solar Technology, a company that produces solar-powered highway message signs, arrow boards and traffic lights. To cover their employees, the couple decided on one of several plans offered by Valley Preferred, a preferred provider organization (PPO) affiliated with Lehigh Valley Physician-Hospital Organization.

Picking a health plan is a challenge for the small business owner. "It took me a year to make the decision," says Diane Zerphy, co-owner of Solar Technology, Allentown. Solar Technology has manufactured solar-powered arrow boards longer than anyone else in the industry. The business also produces solar-powered traffic lights and changeable message signs.

HMOs and other managed care plans neglected small businesses like Solar Technology at first, Zerphy says, but they're eagerly courting her today. She decided on a preferred provider organization (PPO) after asking questions like these:

Does the plan cover preventive care? "We want to keep our employees healthy and on the job, so things like well-baby care and cancer screenings are very important," Zerphy says.

Does the plan cover pre-existing conditions? "Some of our employees were 'uninsurable' due to chronic conditions. We found an affordable plan that covers them after the first year."

Does the plan cover prescription drugs? "This was another key point for us. If it's not built into a plan, the cost to add it can be quite high."

Are the plan's doctors and hospitals known to us? "We looked at one PPO whose providers we didn't know. By contrast, our employees' own doctors were all in the plan we ended up with."

Are employees restricted in their access to doctors? "One reason we didn't choose an HMO was that we wanted the flexibility to see a specialist without a referral, and to see doctors outside the plan without big penalties."

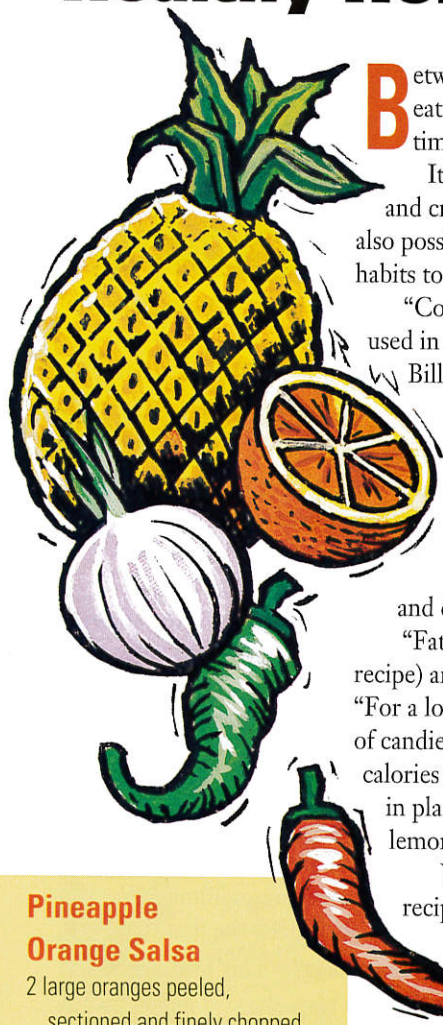
Is the plan affordable for young employees? "Burdening our workers with large deductibles or co-payments might prevent them from seeing the doctor promptly when they had a problem."

Does the plan have a good track record? "We didn't want hassles when we filed claims."

Is the plan going to save my business money? "A PPO is owned by a network of doctors and hospitals, rather than a third party. It offered us much lower costs." ●

This article is #2 in a series. #1 was aimed at employees of large companies and included a general set of "Questions to Ask About Your Health Plan." For a copy, call (610) 402-CARE.

Making Spirits Bright with Healthy Holiday Foods



Pineapple Orange Salsa

- 2 large oranges peeled, sectioned and finely chopped
- 1 cup finely chopped fresh or canned pineapple
- 1/4 cup finely chopped red onion
- 2 tbsp. lime juice
- 1 tbsp. chopped cilantro or parsley
- 1 small jalapeño, seeded and finely chopped

In medium bowl, mix oranges, pineapple, onion, cilantro or parsley, lime juice and jalapeño. Cover and chill until serving time. Serve as dip with fat-free crackers.

Total calories per serving: 14
(1 cracker, 2 tsp. dip)

Total fat: 0

Between Thanksgiving and New Year's Day, many people will eat a greater variety and quantity of food than at any other time of year.

It's hard not to, given the abundance of buttered, candied and cream-filled delicacies during the holiday season. But it's also possible to "make over" meals and modify your party-going habits to keep that waistline well within its boundaries.

"Consider substituting certain foods—or the ingredients used in them—with low-fat, reduced-calorie alternatives," says Bill Whipple, a clinical dietitian at Lehigh Valley Hospital.

Take turkey, for example. Whipple prefers basting it with fat-free broth rather than butter or drippings, and eating mostly the white meat without skin. "Dark meat with butter-basted skin is considerably higher in calories," he says.

Alternatives to traditional appetizers, side dishes and desserts can also make for festive yet healthier foods.

"Fat-free crackers topped with colorful fruit spreads (see recipe) are good substitutes for chips and dip," Whipple says. "For a low-cal variation on vegetables, try acorn squash instead of candied sweet potatoes. And if you want to cut down the calories in homemade pumpkin pie, use evaporated skim milk in place of cream. A tangy and even lighter alternative is lemon-lime seafoam pie."

Whipple recommends trying these and other modified recipes before the holidays to see how they go over with your family and friends. He also offers practical tips to help people avoid overindulging in holiday foods.

"At a dinner party, make your first helping very small," he says. "If you're coaxed into seconds, your total amount of food will equal a normal-sized portion."

On the other hand, Whipple suggests eating at home before going to office or cocktail parties.

"This will help to curb your appetite for any fattening party foods," he says. "Just be careful not to stand near the buffet table if you're having a conversation. If you do, you'll probably eat more than you intend."

Whipple says there's a simple solution for people who want to eat more food than usual during the holidays: Exercise more than usual.

He offers one other bit of advice for parents hosting holiday get-togethers. "Your children will carry on the traditions you establish, so make sure they're healthy ones," he says. ●

To receive free recipes for healthy holiday foods, including the appetizers and desserts mentioned in this article, call (610) 402-CARE.

Healthy You

CLASS & LECTURE SCHEDULE

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For good nutrition, you can't beat squash! says Susan Hurd (center), instructor of this heart health program (What's in the Cart?). Meeting with her in the Giant Food Store at Village West are Allentown residents Joseph and Helen Jaccarino (rear) and Mare Shaffer (left).



The holiday season is fast approaching with all of its hustle and bustle. Be sure to set aside some time for Lehigh Valley Hospital and Health Network's fitness, nutrition, weight management or wellness programs listed here. It's the best gift you can give yourself, a family member or friend (see page 11).

- **Building Your Activity Pyramid** will include a demonstration and discussion of daily activities that yield tremendous health benefits.
- **Weigh Less—Exercise More** combines nutrition and motivation to help you make positive changes in your eating and exercise patterns.
- **Is It Ever Too Late to Have a Baby?** is a question that leads to other questions. Get answers and updates on fertility and other issues relevant to couples
- **Helping Your Child Live with Asthma** will help parents recognize and manage the symptoms of this common, chronic childhood condition.

How to Register

Classes and lectures are held at convenient hospital and community locations. Many are free; a registration fee is required for others as indicated. If you are registering for a free class, call our special phone line. Choose from a variety of methods for enrolling in other classes. For more information, call (610) 402-CARE.

CLASS LOCATIONS

ABBREVIATIONS

Lehigh Valley Hospital, Cedar Crest & I-78	CC
Lehigh Valley Hospital, 17th & Chew	17
School of Nursing, 17th & Chew	SON
Morgan Cancer Center, Cedar Crest & I-78	MCC
1243 S. Cedar Crest Blvd.	1243

NEW LOCATION!

Muhlenberg Hospital Center	MHC
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Plus many new locations throughout the Lehigh Valley!



BY FAX: You can register by fax with payment by **MasterCard** or **Visa**. Fax (610) 402-3020. Use the registration form on page 17.



BY PHONE: You can register with a credit card by telephone. Call (610) 402-CARE, Monday-Friday, 8:30 a.m. - 4:30 p.m.



BY MAIL: Use the registration form on page 17.



IN PERSON: You can register in person at the Center for Health Promotion & Disease Prevention, 1243 S. Cedar Crest Blvd., Allentown, Pa.

Specialty Lectures

Building Your Activity Pyramid

- 1 session. Free.

Wednesday, Nov. 6; 7-8:30 p.m.

GREG SALEM, B.S., C.L.C.

EXERCISE PHYSIOLOGIST

Learn how everyday activities can improve your health and how to incorporate them into your busy schedule. Activities that you are sure to enjoy and benefit from will be demonstrated and discussed.

Class meets at CC, Auditorium.

Kicking Your Holiday Stress Habits

- 1 session. Free.

Thursday, Dec. 5; 7-8:30 p.m.

GAIL A. STAUDT, M.S.N., R.N.C., C.S.

Stress is part of everyday life, but seems to intensify with the hustle and bustle of the holiday season. This presentation is a holiday gift to you—an opportunity to reduce the stress in your life or make it work for you.

Class meets at CC, Auditorium.

Preventive Care

"Healthy You" Lifestyle Profile

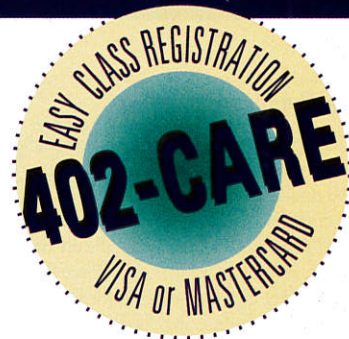
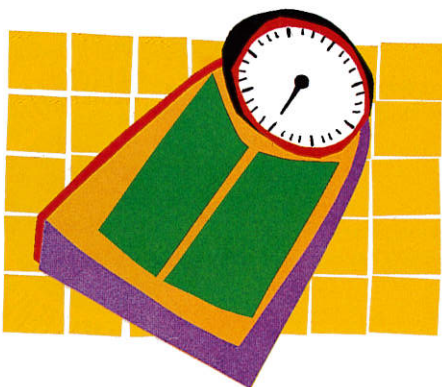
- 1 session. \$55.

Overall health is not indicated by just a single measurement. In addition to blood pressure, body composition and total and HDL cholesterol levels, an accurate health profile takes into account your lifestyle practices. For a "complete picture," schedule an appointment with our staff for several quick tests, a computerized profile and an evaluation of your results. *Please allow one hour for testing and evaluation. No fasting is needed for the cholesterol test.*

Individual Body Composition Measurement

- 1 session. \$35.

Body composition testing provides you with an important parameter in your total health picture. During this hour session, our health educator will perform the test and outline ways for maintaining a healthy body composition and improving your overall health.



Shop Well and Eat Well

What's in the Cart? Heart Health Program

The best way to begin eating smart for your heart is at the grocery store where you make most food decisions. This program will give you suggestions for filling up your cart with nutritionally balanced, heart-healthy foods.

Group sizes are limited and pre-registration is required.

1 session. Free.

- Tuesday, Nov. 5; 7-8:30 p.m.

Class meets at GIANT Food Store, 31st & Emaus Avenues, Allentown.

- Wednesday, Nov. 13; 9:30-11 a.m.

- Tuesday, Dec. 3; 7-8:30 p.m.

Class meets at GIANT Food Store, Cedar Crest and Tilghman Streets, Allentown.

- Tuesday, Dec. 10; 7-8:30 p.m.

Class meets at Food 4 Less, Lehigh Street, Allentown.

Stop Dieting and Lose Weight

Weight Less-Exercise More: Weight Management Program

This nine-week weight management program mixes nutrition, exercise and motivation for a healthier you! Shape up your attitudes and beliefs and make positive changes in your current eating and exercise patterns. *Note: The first and last classes are two hours in length.*

- 9 sessions. \$110.

Begins Monday, Jan. 13; 6:30-8 p.m.

Class meets at 1243, Lower Level.

Shapedown® - Child and Adolescent Weight Control Program

- 9 sessions. \$215.

Begins Wednesday, Jan. 15; 6:30-8 p.m.

Through Shapedown®, children and adolescents ages 8-14 can learn to develop healthy eating and exercise habits while building self-esteem and communications skills. Led by trained health educators, the program encourages parents to participate to help their children make positive lifestyle changes.

Advance registration is required.

Class meets 1243, Lower Level.

Individual Nutrition Counseling

This service is provided by a registered dietitian or nutritionist who will evaluate your current food intake and lifestyle habits. Based on the information you provide, a realistic and nutritionally sound diet will be specifically designed for you including gradual steps toward achieving positive lifelong changes. Call for fee information and to schedule an appointment.

Shape-up Solutions

"Exercise For Life" Classes for Adults

If you engage in little or no physical activity, our new Exercise for Life classes are a good way to get started. The classes were developed in response to a recent report by the U.S. surgeon general which reveals that even moderate physical activity can offer considerable health benefits. Whether you participate in a 30 "healthy" minute session or the 60 "fitness" minutes program, the classes will do wonders for your body and mind.

Thirty "Healthy" Minutes Classes

Thirty-minute classes provide these benefits:

- lower blood pressure
- reduce cholesterol levels
- help prevent osteoporosis and adult-onset diabetes
- can speed recovery after heart attack
- ease arthritis
- help delay onset of heart disease

8 sessions. \$12.

Sixty "Fitness" Minutes Classes

Sixty-minute classes provide these benefits:

- improve heart/lung capacity for more energy
- build up reserves of lean muscle mass
- can help you stretch your limits and reach a new and improved state of well-being

Start Date End Date Location (Tuesdays & Thursdays only)

Tuesday, Jan. 7	Tuesday, Jan. 28	1243SCC
30 MINUTES	10-10:30 a.m.	Fee: \$25
60 MINUTES	10-11 a.m.	Fee: \$34

(Wednesdays only)

Wednesday, Jan. 8	Wednesday, Feb. 26	MHC
30 MINUTES	6:30-7 p.m.	Fee: \$12
60 MINUTES	6:30-7:30 p.m.	Fee: \$18

(Mondays, Wednesdays, Fridays)

Friday, Jan. 3	Friday, Feb. 28	1243SCC
30 MINUTES	9:30-10 a.m.	Fee: \$37
60 MINUTES	9:30-10:30 a.m.	Fee: \$50

(Saturdays only)

Saturday, Jan. 11	Saturday, March 1	MHC
30 MINUTES	10-10:30 a.m.	Fee: \$12
60 MINUTES	10-11 a.m.	Fee: \$18

W.O.W! Walking-Out Workout Club

- \$10. (\$5 for adults 55 and over.)

Now at three locations! Join Lehigh Valley Hospital's popular program to shape the future of your health! You can exercise, have fun and earn prizes at the same time through W.O.W! - the Walking Out Workout Club.

Class meets South Mall, Lehigh Street, Allentown; Saucon Valley Community Center, Hellertown; and Lehigh County Senior Citizens' Center, Elm Street, Allentown.

When You're Ready To Quit Smoking...

QuitSmart®

5 sessions. \$85.

- Monday, Jan. 13; 7-8 p.m.

Developed at Duke University, this five-part program helps people to quit smoking and control the urge to start again through self-hypnosis and the Better Quit® Cigarette Substitute. The six-month success rate averages 61 percent.

Classes meet at 1243, Lower Level.

Smoking Cessation Hypnosis for Adults

1 session. \$30.

- Thursday, Nov. 21; 7-8 p.m.

Class meets at 17SON, Parlor Room A.

- Tuesday, Dec. 17; 7-8 p.m.

Class meets at JDMCC, Conference Room 6.

People who are trying to quit smoking for the first time or after several unsuccessful attempts are ideal candidates for this one-hour program. Led by a certified hypnotherapist, hypnosis may be used in conjunction with other cessation programs to help ensure personal success.

Pre-registration is required as space is limited; there is not a 100 percent success rate with the use of hypnosis for smoking cessation.

Individual Tobacco Use Cessation Counseling

Call for fee information and to schedule an appointment.

This program combines the Smoke Stoppers® Self Directed Kit or QuitSmart® with a one-on-one format to analyze the participant's tobacco use practices and patterns. Although many participants quit smoking during the second week of treatment, continuing support is provided over a three-month period.



Diabetes Education

The Helwig Diabetes Center of Lehigh Valley Hospital provides a series of educational programs for adults with diabetes. Advance registration and an assessment of the registrant's diabetes education needs are required. A family member or friend may accompany the registrant at no extra charge. For more information, call (610) 402-CARE.

CPR Courses

Course A

- Monday, Nov. 25; 7-10 p.m. \$25.

Learn one-person adult heart-saver CPR and how to clear the blocked airway of a conscious or unconscious adult.

Class meets at 1243, Third Floor.



Holiday Gifts That Bring GOOD HEALTH!

Let us gift wrap your holiday gift for your loved one at no extra charge! All prices include shipping and handling.

Think Light® Lowfat Living Plan

This self-paced plan teaches busy people how to reduce the total amount of fat in their daily diets with low-fat and delicious food. Menu and cooking plans are included and feature foods already stocked in most pantries. • \$75.

Smokestoppers® Self-Directed Kit

This structured self-help approach is recommended for people who are motivated to quit smoking but are unable to attend a formal group program. The kit is a great complement to the nicotine patch, which can be prescribed by your physician. • \$30.

Stressmap® Personal Diary Edition

This stress management book/program integrates all major stress research—medical, psychological and interpersonal—and can provide a revealing self-portrait of the state of a person's stress health. It also provides effective counseling tips to learn how to handle pressure on the job and at home. • \$15.

Managing Stress Handbook

This self-instruction workbook allows people to select the stress-management program that best meets their needs. Step-by-step exercises identify the stress cycle, teach relaxation techniques and offer tools for active listening and feedback. • \$7.

Healthy You Gift Certificate

A gift that keeps on giving, this gift certificate can be used toward any programs or services offered by the Center for Health Promotion and Disease Prevention of Lehigh Valley Hospital and Health Network. • \$25.

Course C

3-part course \$35.

- Monday, Dec. 9, 16 & 23; 7-10 p.m.
- Monday, Jan. 13, 20 & 27, 1997; 7-10 p.m.

Learn adult one- and two-person, child and infant CPR. Mouth to mask ventilation and clearing the blocked airway of conscious and unconscious adults, infants and children are taught. You must attend all three classes and complete written and practical examinations to be eligible for provider status.

Class meets at 1243, Third Floor.

Course C-renewal

Renewal \$20.

- Monday, Nov. 18; 7-10 p.m.

This course reviews all material covered in Course C. You must have a current Course C card or one that has expired within one month to attend. *Class meets 1243, Third Floor.*

Course D

- Monday, Dec. 2; 7-10 p.m.; \$25.
- Monday, Jan. 6, 1997; 7-10 p.m.; \$25.

Learn infant and child CPR and how to clear the blocked airway of a conscious or unconscious adult. *Class meets at 1243, Third Floor.*

Speaker's Bureau

The Speaker's Bureau provides presentations on a variety of health care topics to civic, social and church organizations.

Topics include:

- Advance Directives: Your Rights as a Patient
- Alzheimer's Disease
- Careers in Nursing
- Drugs Don't Work in the Lehigh Valley
- Eating for Two: Nutrition for Expectant Mothers
- Families Facing Cancer
- Partners in Progress: Lehigh Valley Hospital Makes Changes to Meet the Challenges
- Restoring the Will to Live: Recognizing and Treating Depression in the Cancer Patient
- Time Is Muscle: Heart Attack Awareness Program
- Trends in Managed Care

For more information, call (610) 402-CARE.

Support Groups

Lehigh Valley Hospital offers a variety of support groups for people who share similar experiences, concerns or health conditions. Through special presentations and facilitated discussions, the groups help people cope with the physical, psychological and spiritual aspects of acute, chronic or terminal illness.

Many support groups are tailored to specific audiences, for example, women with breast cancer, men with prostate cancer, and adults with diabetes.

For more information, call (610) 402-CARE.

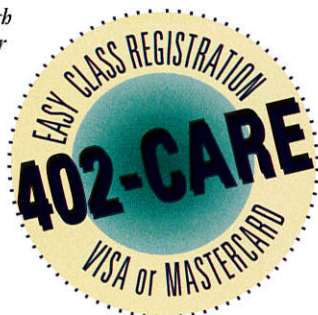
Senior Health

Senior Health Fair

Tuesday, Nov. 8; 9 a.m.-3 p.m.

Health professionals from Lehigh Valley Hospital will be on hand for free health screenings and cancer health risk assessments. Free "Vials of Life" to store your medications plus many other educational materials and lectures will be offered. *For more information, call (610) 402-CARE.*

The health fair will take place at Lehigh County Senior Citizen's Center, 1622 Elm St., Allentown.



Women's Health

Turning Back the Clock on Aging Skin

- 1 session. Free.

Tuesday, Nov. 5; 7-8:30 p.m.

STEPHEN M. PURCELL, D.O.

Dr. Purcell will discuss the effects of sun, winter weather, and age on the skin, plus the prevention of skin damage and the latest techniques for rejuvenating aging skin.

Class meets at CC, Auditorium.

Menopause: Fallacies, Facts & New Possibilities

- 1 session. Free.

Thursday, Nov. 21; 7-8:30 p.m.

MICHAEL SHEINBERG, M.D.

FRAN DERHAMMER, R.N., B.S.N.

For women in their prime who want to stay that way, join our speakers as they separate fact from fiction and answer your questions about hormone replacement therapy and other menopause-related concerns. You will leave this lecture with a more positive view of menopause and "postmenopausal zest" as you prepare for the best stage of your life.

Class meets at 17, Auditorium.

Understanding Pelvic Pain

- 1 session. Free.

Tuesday, Dec. 3; 7-8 p.m.

CRAIG SOBOLEWSKI, M.D.

It's been estimated that roughly 80 percent of office visits to gynecologists are due to the onset of pain within the pelvic area. Some of the more common causes of pelvic pain along with treatment options will be presented by Dr. Sobolewski, who will also be available to answer questions following his presentation.

Class meets at 17, Auditorium.

Is It Ever Too Late to Have a Baby?

- 1 session. Free.

Monday, Dec. 9; 7-8 p.m.

MICHAEL SHEINBERG, M.D.

Dr. Sheinberg will discuss the risks and benefits of having children later in life. He will include general information about fertility, conception and special concerns you may have as you plan for your family.

Class meets at MHC, Banko Family Community Center, Bethlehem.



Children's Health

Helping Your Child Live with Asthma

- 1 session. Free.

Wednesday, Nov. 20; 7-8 p.m.

SANDRA KALAMAR, PEDIATRIC NURSE
PRACTITIONER

Asthma is the most common chronic illness in childhood, affecting 1 in 10 children in the United States. Learn how to recognize asthma symptoms, understand what asthma is and how to control symptoms so that your child can lead an active and healthy life.

Class meets at 17, Auditorium.

Childbirth and Parenting Education

"From Pregnancy to Parenthood"

Because babies don't come with instructions, we offer the next best thing - prepared childbirth and parenting education programs sponsored by Lehigh Valley Hospital in cooperation with Lehigh Valley Lamaze Associates.

Through these programs, we can provide you with timely, accurate information about what to expect when you're expecting and after your baby is born. We can also help expectant and new moms meet the physical demands of pregnancy and delivery through our prenatal and postpartum fitness programs.

From our Prepared Childbirth (Lamaze) Series to our "New Moms Network," all of our

classes have been carefully designed to address and meet your needs at this special time in your life. For more information about the classes, schedules or fees or to register, call (610) 402-CARE weekdays between 8:30 a.m. and 4:30 p.m. Because class size is limited, please register as early as possible.

Early Pregnancy (3-5 months)

Becoming a Family

1 session. Free

- Nov. 17

Join other parents-to-be for this free, introductory program to help you begin your exciting journey toward parenthood. Our guest speakers will cover "what happens now that you are pregnant," including physical and emotional changes, various diagnostic tests, and nutritional and overall health needs. "What to expect when you deliver" at Lehigh Valley Hospital is also highlighted. Special sessions, refreshments and door prizes are included.

Classes meet at 17, Auditorium.

Childbirth Preparation (6-8 months)

Prepared Childbirth (Lamaze) Series

6 part series. \$65.

- Dec. 9 (First session)

This six-week course helps couples prepare for labor and delivery and new parenthood and includes information about relaxation and Lamaze breathing techniques, stages of labor, medications and Cesarean birth. The program will also address feeding options, postpartum issues, caring for your baby in the first weeks after delivery and characteristics of your newborn. *Call for locations.*

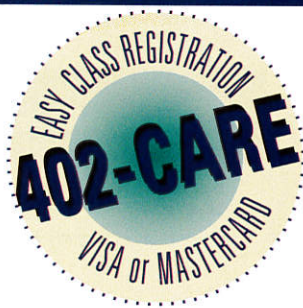
One-day Lamaze

1 session. \$105 includes continental breakfast and lunch.

- Nov. 16
- Dec. 14

This one-day childbirth preparation program is ideal for couples who are unable to commit to a six-week series because of busy or unpredictable schedules. This program focuses on relaxation and breathing techniques, stages of labor, anesthesia and coping strategies for labor and birth, cesarean birth and postpartum issues. Advance registration and payment must be received prior to start of class.

Call for locations.



Refresher Classes

3 sessions. \$40.

- Nov. 13 (First session)
- Dec. 3 (First session)

Refresher classes for parents who are expecting another child and have already attended a prepared childbirth (Lamaze) program. The classes cover relaxation and breathing techniques, issues regarding siblings and Vaginal Birth After Cesarean (VBAC).

Call for locations.

"Just Breathing" Class

1 session. \$20.

- Nov. 15

For parents who have had a baby within the past three years and attended a childbirth class, this class includes a quick review of all stages of labor in addition to a comprehensive review of breathing and pushing techniques. *Call for locations.*

Breastfeeding Classes

1 session. \$20.

- Nov. 21
- Dec. 19

This class provides expectant parents with a better understanding of breastfeeding and its benefits to babies to enable you to get off to a good start. The services of a certified lactation consultant are available to women who deliver at Lehigh Valley Hospital. *Call for locations.*

Prenatal Fitness Program

2 times a week for 6 weeks. \$40.

- Nov. 11 (First session)

Women who want to maintain a moderately active fitness regime during pregnancy are encouraged to attend this safe, professionally-supervised exercise class. The class includes an educational component that focuses on the prenatal changes in a woman's body and their effects on exercise. Physician approval is required for participation and a signed consent form must accompany your registration form. *Class meets at SON.*

"All About Baby" Class (Newborn Care)

1 session. \$20.

- Dec. 13

This single session provides expectant parents with information on basic newborn care, including feeding, safety, immediate health problems, well child care and resources available to families. *Grandparents are welcome to attend. Call for locations.*

Sibling Classes

- 1 Session. \$10 per child;

\$15 for 2 or more children.

Age 3-4

Age 5 and older

- Nov. 7

- Nov. 14

This class helps brothers and sisters prepare for the arrival of their new sibling. A variety of activities will take place with refreshments, gifts and a sibling tour of the maternity unit. Separate sessions are offered for children in different age groups. Parents are expected to attend with their children. *Class meets at SON.*

Healthy Beginnings Labor and Delivery Series

4 sessions. \$20.

Healthy Beginnings Plus participants (cost included in health package)

- Nov. 5 (First session)

Information about labor and delivery including relaxation and breathing techniques, medications and Cesarean birth is outlined in the four-part daytime course which is offered every month. *Classes meet at SON.*

Healthy Beginnings Parenting Newborn Series

4 sessions. \$20.

Healthy Beginnings Plus participants (cost included in health package)

- Nov. 5 (First session)

This four-part daytime course is offered every other month and provides expectant parents with information about infant feeding, safety, immediate health problems, newborn and well child care and resources available to families. *Classes meet at SON.*

Infant/Child CPR

2 sessions. \$20/person or \$30/couple.

One class per week for two weeks.

- Thursdays, Dec. 5 & 12

Safety information and instruction in emergency care of infants and children are provided to expectant parents during this class. Hands-on practice is key to the successful completion of the course, which meets American Heart Association Standards. *Class meets at SON.*

Postpartum Programs (After the Baby Is Born)

"Hey Baby, Let's Work Out"

Full session: 2 times a week for 6 weeks. \$40.
Mini session: 2 times a week for 3 weeks \$20.

- Nov. 11 (First session)

This professionally instructed exercise class can help women restore muscle tone and strength following pregnancy. New moms can also enjoy playtime with their babies and receive instruction in gentle infant massage techniques. Participants may attend following their postpartum check-up. Women interested in registering for this class can sign up for either the six-week course or our new three-week mini-sessions.

Classes meet at 1243, Lower Level.

New Moms Network (Support group for new moms)

Free.

- Nov. 14 - Your Infant & Sleep
- Dec. 5 - Changes in Parents Role
- Dec. 19 - Feeding Your Infant

Information • Ideas • Support • Sharing

Experience all this and more with other new moms and bring your baby along to explore the changes in you and your little one as your parenthood progresses. The new moms network

meets during the day every other Thursday. Register by calling (610) 402-CARE at least two weeks before the scheduled session. *Classes meet at 1243, Lower Level.*

Your Incredible Infant

1 session. \$10.

- Dec. 19

It won't be all that long before your infant begins to emerge as an adventurous little person. So you may be unprepared for the fast and furious growth and developmental changes during the second six months of your child's life. Join us for this session which will address any concerns you may have about infant feeding, teething, safety, changes in behavior, sleep patterns, health, separation anxiety, learning and motor and social skills. *Class meets at SON.*

Maternity Tours

- Free

We invite expectant parents and their family members to tour the maternity unit at Lehigh Valley Hospital and learn more about its services and facilities for women, infants and children. Adult tours are held selected Mondays and Saturdays except holidays. Tours for children who are awaiting the arrival of a new sibling are offered several times a month throughout the year. Registration is required in advance.

Diabetes Self-Assessment

November is National Diabetes Month and an ideal time to find out if you are at risk of developing diabetes. Call (610) 402-CARE for a free, confidential self-assessment questionnaire and additional information about services and programs offered by the Helwig Diabetes Center of Lehigh Valley Hospital.

Great American Smokeout

Thursday, Nov., 21

The American Cancer Society will mark the 20th anniversary of this nationwide smoking cessation program with informative and fun activities throughout the region. For a complete schedule of events, call your local chapter of the American Cancer Society or (610) 402-CARE.

Poinsettia Sales

Thursday, Dec. 5 & Friday, Dec. 6

7 a.m. - 4 p.m.

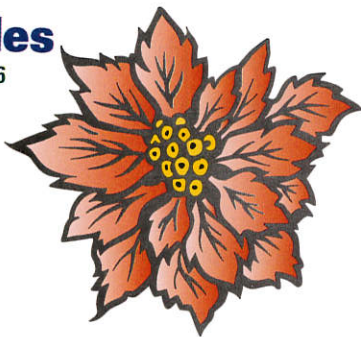
Carl Anderson Lobby

Cedar Crest & I-78

Friday, Dec. 6

9 a.m. - 5 p.m.

Lobby, 17th & Chew



Single and double branch poinsettias and other plant varieties will be featured at holiday plant sales sponsored by the Lehigh Valley Hospital Auxiliary and the Allentown Auxiliary of Lehigh Valley Hospital. Proceeds benefit hospital services and programs.

You hear the term

Managed Care *all the time.*

Now learn what it means and

how it affects you.

Free Managed Care Forums

Thursday, Nov. 14

"The Health Care Market Evolution Continues: News from the Front"

BUSINESS FORUM

7:30 a.m. (Breakfast forum)
Holiday Inn, Routes 22 and 512
Bethlehem

COMMUNITY FORUM

Noon
Lehigh Valley Hospital
Cedar Crest & I-78, Auditorium

To register for either session,
please call (610) 402-CARE

Sponsored by
Allentown/Lehigh County Chamber of Commerce

Lehigh Valley Hospital and Health Network Board
of Associates

Lucent Technologies

Professional Nurse Council of
Lehigh Valley Hospital and Health Network

Valley Preferred



KEYNOTE SPEAKER

Christine Malcolm

is vice president for
managed care and network
development at University
HealthSystem Consortium in
Illinois. Malcolm, who is
nationally published on a
variety of topics, is respon-
sible for supporting the
business strategies of
70 U.S. academic
health centers.

LEHIGH VALLEY

HOSPITAL AND
HEALTH NETWORK

How to Register

Classes and lectures are held at convenient hospital and community locations. Many are free; a registration fee is required for others as indicated. If you are registering for a free class, call our special phone line. Choose from a variety of methods for enrolling in other classes. For more information, call (610) 402-CARE.

CLASS LOCATIONS

ABBREVIATIONS

Lehigh Valley Hospital, Cedar Crest & I-78

CC

Lehigh Valley Hospital, 17th & Chew

17

School of Nursing, 17th & Chew

SON

Morgan Cancer Center, Cedar Crest & I-78

MCC

1243 S. Cedar Crest Blvd.

1243

NEW LOCATION!

Muhlenberg Hospital Center

MHC

Plus many new locations throughout the Lehigh Valley!



BY FAX: You can register by fax with payment by **MasterCard or Visa**. Fax (610) 402-3020. Use the registration form below.



BY PHONE: You can register with a credit card by telephone. Call (610) 402-CARE, Monday-Friday, 8:30 a.m. - 4:30 p.m.



BY MAIL: Mail the registration form below to the Center for Health Promotion & Disease Prevention, 1243 S. Cedar Crest Blvd., Allentown, Pa. 18103-6296



IN PERSON: You can register in person at the address above.

Class & Lecture Registration Form

**Questions?
Call (610)
402-CARE**

Participant's Name _____

Address _____

City _____ State _____ Zip _____

Phone (Home) _____ (Work) _____

Date of Birth _____ Social Security # _____

Are you a Lehigh Valley Hospital employee? ☐ Yes ☐ No

SELECTION: please refer to the course schedule for class title, date/time and fees. *Please print.*

class title(s)	date/time	fee(s)
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Make check payable to: Lehigh Valley Hospital or

Charge to my Credit Card ☐ MasterCard ☐ Visa

CREDIT CARD ACCOUNT NUMBER

Signature _____ Exp. Date _____

PAYMENT: Total amount enclosed: \$ _____

Ask whether you are eligible for class discounts.

LEHIGH VALLEY
HOSPITAL AND
HEALTH NETWORK

Breast Health20

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Is Grieving*.....22

*Seasons of
A Woman's Life*24

Faces and Aging.....26

WomanCare Profile27

To Your Health.....28

WOMANCARE

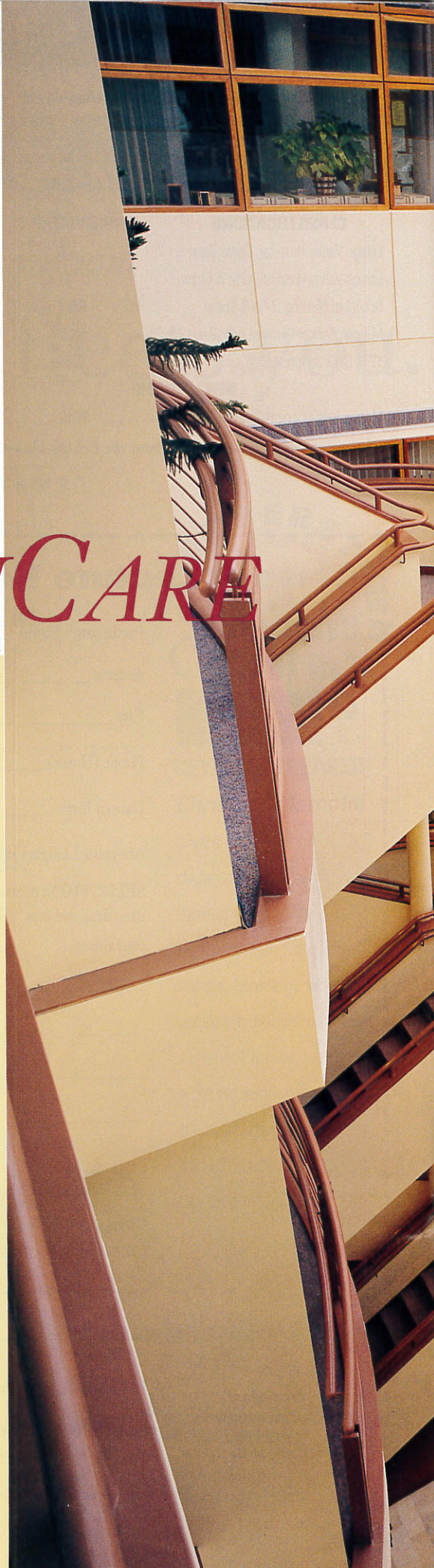
Breast Health Services at Lehigh Valley Hospital

A professional and integrated care team provides Breast Health services at Lehigh Valley Hospital and Health Network's two hospital locations.

The background photo is taken in the atrium of the John and Dorothy Morgan Cancer Center at the Cedar Crest & I-78 site. Several members of the team are pictured at the 17th & Chew site in the smaller photo. (L-R) Sue Steigerwalt, certified mammography technologist, Connie Sutilla, M.D., radiologist, and Diane McHugh, R.N., breast health nurse, meet here with gynecologist Michael Sheinberg, M.D., just as they do with each patient's own doctor.

Rounding out the Breast Health Services team are Gregory Harper, M.D., medical director, and Elisabeth Crago, R.N., program director (shown in photo on page 20), and all the specialists of the Morgan Cancer Center, including the cancer support team.

For a detailed story on breast health, see page 20.





Breast Health

Don't Let Fear of Cancer Prevent You from Taking Good Care of Yourself

"I'm afraid of what I'll find!" That's why many women don't get a mammogram or do monthly breast self-exams. But consider the facts:

Of 1,000 women who get a screening mammogram, only 100 or so will need further evaluation. Of

those, only two or three will have cancer. "And the small, early cancers found through mammography—those too small to be felt—are often curable," says Gregory Harper, M.D., medical director of Breast Health Services at Lehigh Valley Hospital and Health Network. "The 10-year survival rate for women with these very small cancers is almost 98 percent."

What if you find a lump? Here, too, the statistics are reassuring: 80 percent of breast lumps are benign (non-cancerous). In fact, most women will experience a benign lump at some point in their lives.

Taking care of your breast health is partly your responsibility, says Elisabeth Crago, R.N., program

director, Breast Health Services. "Regular self-exams help detect changes in your breasts, and regular mammograms are the best way to spot a problem you can't feel. But there are also excellent medical resources to help you." In choosing a high-quality breast health service, here are some components to look for:

1. A full range of services, including:

Mammography, the low-dose X-ray examination that can detect changes in breast tissue before they can be felt. A screening mammogram is routine; a diagnostic mammogram may require more views to check an area of concern.

Ultrasound, a procedure that uses sound waves to detect whether a breast abnormality is a benign cyst (fluid-filled) or a solid mass.

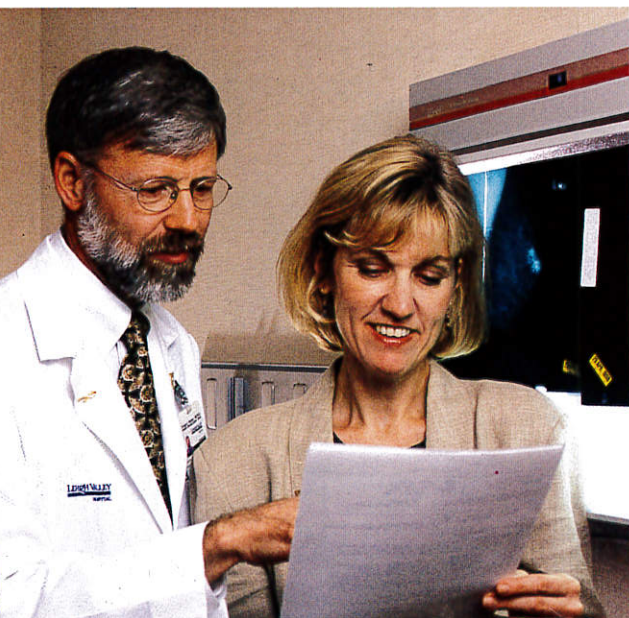
Stereotactic Biopsy, in which a computer-guided needle precisely locates the abnormality and allows the specialist to extract tiny tissue samples with minimal pain, scarring and recovery time. This new technology eliminates the need for many surgical biopsies.

2. Coordination of services.

The ideal breast health facility is staffed by a team who work closely together. This results in fast turnaround of test results and immediate access to specialized care.

3. Education and support for you. Staff members should be sensitive and available, and the physical facility attractive and comfortable.

For more information on breast health, including when to start mammograms and how often you need them, call (610) 402-CARE.



Left: Team members Gregory Harper, M.D., and Elisabeth Crago, R.N.



Steps to Good Breast Health Care

For Every Woman — Screening

Breast self-exams
Screening mammography
Professional breast exams

For Those with a Breast Health Problem — Evaluation and Diagnosis

Diagnostic mammography
Ultrasound
Stereotactic biopsy

For Those with Breast Cancer — Consultation, Treatment and Supportive Care

Surgery, radiation therapy, chemotherapy
Support groups and other services

Breast Health Services at Lehigh Valley Hospital and Health Network

Breast Health Services is a newly consolidated program at Lehigh Valley Hospital. There are two locations: a refurbished area at 17th & Chew Streets and a new area in the John and Dorothy Morgan Cancer Center at Cedar Crest & I-78. (See page 19 for an introduction to the breast health staff.)

"The idea behind Breast Health Services is to give you integrated care and ready access to any service you might need," says Gregory Harper, M.D., medical director. "For example, if you come in for a mammogram and we find a problem, we can immediately arrange further tests. We communicate the results to you and your doctor the minute we know them. And we have the full, state-of-the-art capabilities of the John and Dorothy Morgan Cancer Center behind us."

"We're sensitive to the fear and uncertainty women feel when there's a breast health problem," says Elisabeth Crago, program director of Breast Health Services. "Our patients have a specially educated nurse to guide them through the entire process—a familiar person who can answer questions, refer them to other resources and be there for support at all times."

Breast Health Services offers all the components of a high-quality breast care center (see list page 20), as well as a couple of unique additions:

Risk Assessment, a personalized assessment of your risk of breast cancer, along with counseling and recommendations. Those at high risk may be eligible for the Breast Cancer Prevention Trial.

Breast Cancer Consultative Service, a unique second-opinion and consultative service in which a team of cancer specialists reviews your case.



When a Friend Is Grieving

There Are Important Things You Can Do to Support Someone Through a Loss

A 'mini support group'—Dorothy Folk of Bethlehem (right) and Sally Behler of Whitehall enjoy a stroll in Allentown's Alton Park. The two became friends through Lehigh Valley Hospice.

Dorothy Hoffner Folk and her husband were just 60 years old and newly retired when they learned he had cancer. He died within four months. "I was devastated," Folk says. "We had so much to look forward to."

She got support from a large network of family, friends and former co-workers. She also joined a bereavement support group through Lehigh Valley Hospice, which cared for her husband.

Folk, who's now a support group facilitator herself, looks back on the experience 10 years later with advice for those who are grieving. "You need somebody supporting you all the time," she says, "when the funeral is over, it's all back to normal, and there you are alone in the house."

What can you do to support a friend who is grieving?

"First of all, keep in mind that everyone grieves differently," says Rev. Anne Huey, director of support services of Lehigh Valley Hospice. "For example, women are perhaps more able to express their feelings, while men are raised to be so pragmatic they tend to say, 'What's the point of talking? It's not going to bring the person back.' It's hard for them to realize that simply verbalizing their emotions can help."

Another key point about grieving: it doesn't follow a predictable set of steps. "Rather than 'stages' of grief, I prefer to talk about 'dimensions,'" Huey says. "As we go through the process, we may move back to emotional places we've been before, and this is quite natural."

Finally, remember that a grieving person will never recover completely. "Further removed from our loss, we live with it differently," Huey says, "but it's always a part of us. Even 20 years later, the anniversary of a special day can bring a tidal wave of sadness."

Here are some of the most valuable things you can do for a grieving friend:

Be willing to listen. "The grieving person needs to tell his/her story over and over to understand what has happened and adjust to the loss and the new situation," says Lorraine Gyauch, oncology nurse educator at Lehigh Valley Hospital's John and Dorothy Morgan Cancer Center. "You don't need to have an opinion or give advice. Just be there."

Don't worry about saying 'the wrong thing.' "There really is no right thing," Huey says. "Simply express your sadness for your friend's loss. And share your memories of the person; the family will treasure them."

Take the initiative about keeping in touch. "Rather than ask your friend to 'call if you need me,' you make the call," Huey says. "Offer to visit, go to lunch or just talk on the phone. If your friend says no, don't take it personally—and do call again. Keeping commitments is important with someone who is feeling isolated and abandoned."

Make a special effort during the holidays. "This period of 50,000 traditions is especially hard for a grieving person," Huey says. "Include your friend as much as you can. It may be difficult, but the spiritual power of the holidays does encompass sadness as well as joy."

Encourage your friend to join a support group. Many people are reluctant to do so, but tremendously grateful once they do. "In a support group, you don't have to be careful what you say; you can just come out with it," Huey says. "Everyone understands because they're feeling many of the same things."

Take your cues from your friend. "People who are grieving have an inner sense of what they need," Gyauch says. "The best thing you can do is allow them to work through the process in their own way, and be there to walk beside them." 🍷

For information about bereavement support groups, call (610) 402-CARE.

A Place for Grieving Children.

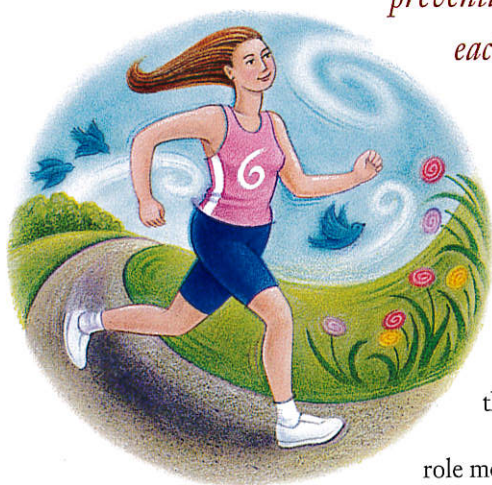
Camp 4C is "a safe space for children to explore their grief by talking, drawing pictures, enjoying the healing power of humor, making memories," says Rev. Anne Huey (below with two young campers). She is camp counselor and director of support services, Lehigh Valley Hospice. The day camp welcomed 80 youngsters ages 7 to 16 in this, its third year.



Seasons of a Woman's Life

Are You Aware
of the Health
Issues That
Affect You
at Each Phase?

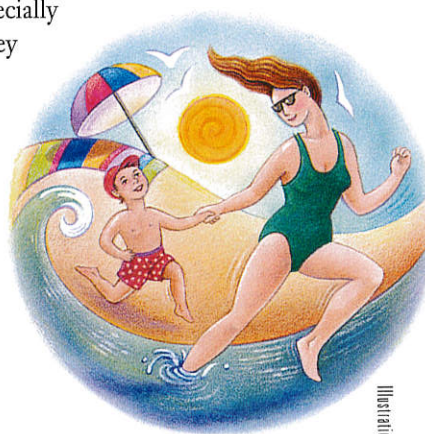
Each season of a woman's life has its own unique family concerns, career concerns and health concerns. Now that women's health has become a high-profile subject, major research studies are delving into the problems and preventive strategies you should be aware of at each stage of the "calendar."



Teen Years

"The major issues for very young women are self-confidence and responsible decision-making," says Patrice M. Weiss, M.D., obstetrician/gynecologist on the staff of Lehigh Valley Hospital. "If the teen years bring sexually transmitted disease, drug abuse and inadequate schooling, a young woman is nearly doomed from the start."

Preventive strategies: Young women need strong role models to balance the peer pressure that can be overwhelming at times. They also need regular exercise, and sports are especially valuable. "Through sports, they build lifelong exercise habits and prepare for adulthood by learning about teamwork and competition," Weiss says. "And sports tend to go along with a healthy diet, high academic performance and avoidance of drugs and alcohol."



20s and 30s

"At this stage, most women are blazing career paths and having children," Weiss says. "These dual roles make severe demands. Though the 20s and 30s are generally a peak time for physical health, multiple stressors can lead to a variety of mental health problems." Women at this stage can also be affected by multiple sclerosis, thyroid disease, lupus, migraines, urinary infections and gall bladder disease—to say nothing of HIV and domestic violence.

Preventive strategies: "Women at this age need regular checkups including baseline blood pressure and cholesterol monitoring," Weiss says. "Open discussion about stress at home and

Illustrations by Keith Tomber



work should be a part of any examination.” It’s also important to take charge of weight and nutrition, and to be an assertive, active partner with your health care provider.

40s and 50s

“Women in this age group are much more vibrant than their predecessors in the early part of the century,” Weiss says. “For many, the children have grown and this is a time of professional ascendancy.” It’s also, unfortunately, a time of serious health concerns including breast and reproductive cancer, high blood pressure, obesity and diabetes. Heart disease is the leading killer of post-menopausal women, and depression the chief cause of missed work days.

Preventive strategies: As menopause approaches, it’s vital that you learn all you can about related health risks. Exercise helps control weight, boost energy and mood, stave off bone loss and protect the heart. Also key to a healthy midlife: Watch your nutrition (especially calcium); quit smoking and keep alcohol use to a minimum; do breast self-exams; and have regular physicals including colorectal screenings and mammograms.

A strong role model, Patrice Weiss, M.D., addresses the health concerns of young women to first-year students in a College Life course at Cedar Crest College, Allentown.



60s and Beyond

“Mature women can look forward to more glory in their golden years than at any time in history,” Weiss says. “As the segment of society with wisdom and experience, they can be a force guiding future generations.” The physical challenges: chronic conditions such as heart disease, arthritis and urinary incontinence, which in their later stages often lead to nursing home placement. Emotional disorders such as anxiety and depression also become more prevalent.

Preventive strategies: “Regular exams, including mammography and colonoscopy, are critically important,” Weiss says, “as is careful attention to the symptoms of emotional problems. Hormone replacement therapy is valuable now as protection against heart disease and osteoporosis.” Many preventive measures—a healthy diet, exercise, weight control, daily calcium supplements—are relatively easy and pay huge dividends in the later stages of life. 🍷

For a free women’s health booklet, call (610) 402-CARE.





Faces and Aging

All Year Long and
All Life Long,
the Sun's
the Culprit.

We're all born with perfect skin," says dermatologist Stephen Purcell, D.O. But 70 years later, the smooth page looks more like a detailed road map. What happened? "Facial aging is a long, gradual process, and many factors contribute," Purcell says. "But the major culprit by far is the sun."

The damaging effects of the sun don't occur to us when we're 16 and working on the perfect tan. At this stage, what we're worried about is acne. "Usually a temporary phenomenon," Purcell says.

By the time we reach 40, we're likely to see wrinkles in the mirror. Most of us equate these with dry skin and reach for the moisturizer. It's true that our skin loses moisture as we approach menopause and estrogen production slows down. But it's emphatically not true that dry skin causes wrinkles. "The sun causes wrinkles!" Purcell says. "And not every woman needs moisturizer—or for that matter, all the other fancy products the cosmetics industry wants to sell you."

So, are wrinkles inevitable? "Anyone who goes outdoors is going to have some sun damage over the years," Purcell says. "The other changes that come with age—loss of muscle tone and so on—have only a minor effect compared to the sun."

Sun damage is more evident in fair-skinned people and in those who've been careless about protecting themselves. The issue is not just cosmetic: Over-exposure to the sun is strongly linked to a higher risk of skin cancer.

To help keep your complexion youthful...

- *Wash twice daily with a soap or cleanser* geared to your skin type. You need moisturizer only if you have dry skin.
- *All year long, use sunscreen outdoors (SPF 15 or higher)* and wear protective clothing/hats. Summer isn't the only season for sun damage.
- *Sunscreen your kids.* "It will limit cumulative damage over time and instill the importance of sun protection while they're young," Purcell says. 🍁

Stephen Purcell, D.O., will present "Turning Back the Clock on Aging Skin" Nov. 5 at Lehigh Valley Hospital. (See p. 12 for details.) He'll discuss corrective treatments such as retin-A, laser and collagen. If you'd like to see these topics in *Healthy You*, let us know at (610) 402-CARE.

Mina Hyman

Retail Entrepreneur and Community Volunteer

When Mina Hyman sees a cause she believes in, she goes into action. Many Lehigh Valley organizations have benefited from the fund-raising and managerial talents of this Allentown businesswoman.

But her skills came most fully into play when she decided to do something for families facing AIDS. Hyman and her son Nat own a series of costume jewelry stores across the country. It was only natural that the "something" for AIDS be a piece of jewelry.

This year, Hyman presented Lehigh Valley Hospital with more than \$16,000 from the sale of her AIDS pins. The funds are being used to send local children of HIV-positive parents to day camp for two weeks.

"These kids need a good break," she says. "At camp they can have fun and maybe look forward to a brighter future."

Hyman's own future was unclear when she set out on an entrepreneurial path. Her first venture was a frame shop that became one of the highest-grossing of its kind in the country.

Then she had another idea: to create a line of "travel jewelry" — inexpensive jewelry "that looked like the real thing but that you wouldn't worry about taking on a trip." Hyman and her son now operate the largest high-end costume jewelry business in the country.

How did Mina Hyman do it? Some of her "touch" in retail may be inherited from her father, whose stores she worked in while growing up in Hazleton. "I started as an elevator operator and graduated to gift wrapping," she says. She also credits a supportive spouse (Herbert Hyman, M.D., of the Lehigh Valley Hospital medical staff). And she was a dedicated and energetic learner.

She gets some of her stamina from a low-fat diet ("with a chocolate chip cookie now and then") and a routine of stretching, weights and as much walking as possible.

When Mina Hyman speaks to groups of women, it's from the heart that she urges them, "Have some kind of independent life." But this "59 and counting" dynamo is a traditionalist in one area: her grandchildren. "I used to laugh at people who are always pulling out their grandchildren's pictures," she says. Now, it's Hyman herself who pulls out the pictures. "You never saw such precious children," she says. "Every grandparent says it, but you don't believe it until it happens." 🌸

Mina Hyman, at her Allentown store, NLH, is wearing the ribbon-shaped pin she designed as a permanent version of the red ribbon worn by AIDS activists.



New Approach to Pediatric Care Under Study

Two Lehigh Valley Hospital and Health Network physician practices are testing a new approach to children's health that could transform how pediatricians provide care.

Family Pediatricians and ABC Pediatrics of Allentown are the first of 15 sites nationwide to participate in a three-year study of Healthy Steps, a program which fosters the psychological, emotional and intellectual growth of children.

The program is an initiative of the Commonwealth Fund, a foundation that conducts independent research on health and social issues. Healthy Steps was developed in response to a national survey that found that parents want more information, services and attention from doctors on how to help their children thrive and learn during the critically important first years of life.

The participating practices are working closely with the hospital's pediatric department to:

- enhance strategies in primary well-child care (checkups, immunizations and referrals for parents);
- provide home visits emphasizing infant health, nutrition, and sleep, and the management of behavioral and developmental issues such as tantrums and toilet training;
- actively involve parents in tracking children's physical,

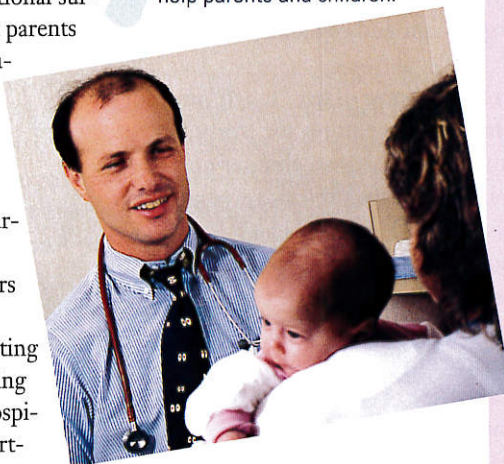
emotional and developmental progress;

- provide community service information and referral.

Through these and other efforts, Healthy Steps will increase parents' knowledge of child development, enhance parenting skills and promote healthy parent/child interaction, says Michael Schwartz, M.D., lead researcher for the Lehigh Valley site and a pediatrician with Family Pediatricians.

The Dorothy Rider Pool Health Care Trust has provided a \$600,000 three-year grant for the program. Johns Hopkins University will evaluate the results of the study.

Below: Pediatrician Michael Schwartz, M.D. is lead researcher for a new study to help parents and children.



Affinity Offers Computerized Gait Analysis

Patients with walking problems can now be evaluated with a sophisticated gait analysis system at Affinity, an outpatient rehabilitation center jointly operated by Good Shepherd and Lehigh Valley Hospital.

A gait analysis or "F-Scan" is performed by plac-

ing thin, computerized sensors inside a patient's shoes; hooking them into microcomputers fastened around the ankles; then wiring the microcomputers into a main computer. As the patient walks, the computerized analysis begins and, in 30 to 45 minutes, produces a 2-D or 3-D color printout with a

Easton Hospital Joins PennCARESM

Easton Hospital and its physician-hospital organization have joined the PennCARESM health network, the partnership of hospitals and medical staffs of which Lehigh Valley Hospital and Health Network is also a member. Easton Hospital is a regional referral center for the 600,000 residents of Northampton County and five surrounding counties in Pennsylvania and New Jersey.

"Easton Hospital and its medical staff share the enduring commitment to caring for our community that is characteristic of all PennCARESM providers," says Elliot J. Sussman, M.D., chairman of the board and president of PennCARESM. "With Easton Hospital as a partner in this network, people throughout the Lehigh Valley and across the region now have access to one coordinated system of high-quality, cost effective health care wherever they live or work."

PennCARESM, introduced in May 1995, is Pennsylvania's second largest health delivery network and also includes Doylestown Hospital, Gnaden Huetten Memorial Hospital, Grand View Hospital, Hazleton General Hospital, Hazleton-St. Joseph Medical Center, Muhlenberg Hospital Center and North Penn Hospital.

detailed analysis.

According to Alicia Shoup, physical therapist and director of clinical services, the F-Scan can locate the source of the problem, identify parts of the feet that may become ulcerated in diabetic patients, and help clinicians regulate weight bearing for patients who recently had surgery.

The \$16,000 system was acquired with a gift from a diabetic patient treated at Affinity.

Transitional Skilled Unit Expands

The transitional skilled unit at Lehigh Valley Hospital, 17th & Chew, has nearly doubled in size with the addition of 14 single and five semi-private rooms. The wing also includes a spacious dining and recreational area made possible with a gift from the Allentown Auxiliary of Lehigh Valley Hospital.

The now 52-bed facility serves patients recovering from illness, injury or surgery. The unit functions as a "bridge" for those who do not require traditional inpatient care but are not well enough to be discharged home or transferred to a long-term care facility.

Rain Doesn't Dampen 'Nite Lites' Benefit

A capacity crowd braved a downpour to attend the Nite Lites at Dorney fund-raising event Sept. 28. The black-tie gala at the Allentown amusement park raised a projected total of \$150,000 for the pediatrics program at Lehigh Valley Hospital.

"The response from the community was amazing," says Sheryl Hawk, director of special events and institutional gifts at the hospital.

The funds raised will directly support pediatrics through a number of initiatives, including:

- expanded children's specialty services;
- expanded pediatric residency training;
- a new program to introduce children to the hospital;
- a program on art, music and other elements of a healing environment for kids;
- beepers for parents of critically ill children.

The overall goal is to enhance the health and well-being of all the children of the Lehigh Valley.



The Atrium Shoppe, offering an assortment of merchandise and services, should prove popular with patients and staff when it opens this fall in the John and Dorothy Morgan Cancer Center. The shop will be operated by the Lehigh Valley Hospital Auxiliary and the Allentown Auxiliary of Lehigh Valley Hospital, represented by Barbara Showalter (above, left) and Anne Melick, co-chairs of the committee planning the joint effort.

In the Next Issue

- **Picking a health plan when you're between jobs:** Part three in our managed care series
- **Pros and cons of fats**
- **Fibromyalgia**
- **Spirit of Women 1997**

*If there is another topic you would like to see in an upcoming edition of **Healthy You**, call (610) 402-CARE.*

LEHIGH VALLEY

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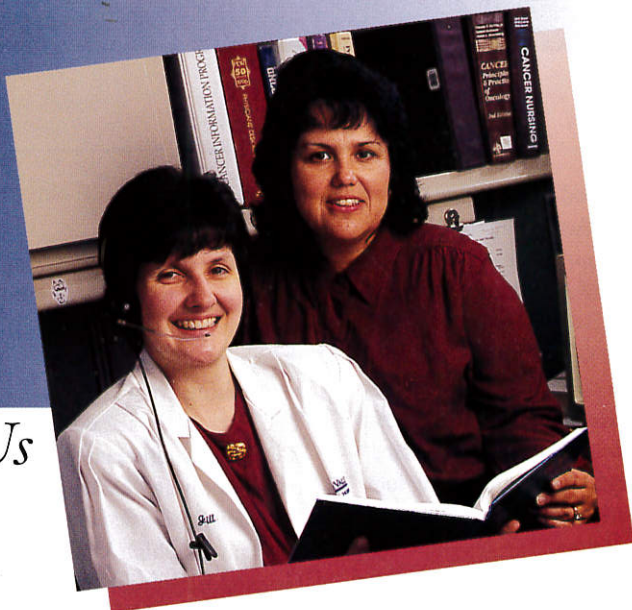
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When It Concerns Your Health...

...It Concerns Us



Every week, nurses Chris Morehouse and Jill Korn talk with hundreds of callers to 402-CARE about health issues like allergies, Lyme disease, insomnia and menopause. They answer questions about general and personal health concerns and send out free information like recommendations for immunizations and screenings.

*And for help finding a doctor, Chris and Jill can refer you to one of Lehigh Valley Hospital's more than 700 physicians. They can even help you prepare questions for the doctor *before* your visit.*

Call 402-CARE weekdays between 8:30 a.m. and 4:30 p.m. to talk to our qualified professionals about the latest health information or to register for one of our many health education classes. If you leave a message after hours, we'll return your call at your convenience.

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